ISSN: 1057-2252

Technical Communication Quarterly

Volume 16
2007

LEA LAWRENCE ERLBAUM ASSOCIATES

Technical Communication Quarterly

published four times a year by Taylor & Francis Group, LLC., for the
Association of Teachers of Technical Writing
http://www.attw.org

Editors

Editor: Mark Zachry	University of Washington
Book Review Editor: Tracy Bridgeford	University of Nebraska at Omaha
Editorial Assistant: Kate Flynn Connolly	University of Washington

Special Issue Proposal Coordinators

Ken Baake	Texas Tech University
Richard Johnson-Sheehan	Purdue University

Editorial Advisory Board

Paul V. Anderson	Miami University, Ohio
Stephen A. Bernhardt	University of Delaware
Deborah S. Bosley	University of North Carolina, Charlotte
Rebecca Burnett	Iowa State University
Barbara Couture	University of Nebraska
Sherry Burgus Little	San Diego State University
Katherine Staples	Austin Community College
Elizabeth Tebeaux	Texas A&M University
James P. Zappen	Rensselaer Polytechnic Institute

ATTW Executive Committee Officers

President: Stuart Selber	Pennsylvania State University
Vice President: Kelli Cargile Cook	Utah State University
Secretary: Brenda Sims	University of North Texas
Treasurer: Ann Blakeslee	Eastern Michigan University

Members at Large

Julie Dyke Ford	New Mexico Tech
William Hart-Davidson	Michigan State University
Lu Rehling	San Fransico University

Past Presidents

Bill Karis	Clarkson University
Jo Allen	Widener University

Correspondence concerning ATTW should be sent to Stuart Selber, Department of English, 0112 Burrowes Bldg, Pennsylvania State University, University Park, PA 16802.

Abstracted and/or Indexed in: PsycINFO, Cabell's Directory of Publishing Opportunities in Educational Technology and Library Science

Technical Communication Quarterly (ISSN: 1057-2252) is published four times per year in January, April, July, and October by Taylor & Francis Group, LLC., 325 Chestnut Street, Suite 800, Philadelphia, PA 19106.

US Postmaster: Please send address changes to *Technical Communication Quarterly*, c/o Taylor & Francis Group, LLC, 325 Chestnut Street, Philadelphia, PA 19106.

Annual Subscription, Volume 16, 2007. Print ISSN – 1057-2252, Online ISSN – 1542-7625. Institutional subscription $285.00 (US) £171.00 (UK) Personal subscription $50.00 (US) £30.00 (UK). Institutional and individual subscriptions include access to the online version of the journal. Institutional subscriptions include access for any number of concurrent users across a local area network. Individual subscriptions are single username/password only.

Production and Advertising Office: 325 Chestnut Street, Philadelphia, PA 19106. Tel: 215-625-8900, Fax: 215-625-8563. Production Editor: Cheryl Ecker.

Subscription offices USA/North America: Taylor & Francis Group, LLC., 325 Chestnut Street, Philadelphia, PA 19106. Tel: 215-625-8900, Fax: 215-625-2940. **UK/Europe:** Taylor & Francis Customer Service, Sheepen Place, Colchester, Essex, CO3 3LP, UK. Tel: +44-(0)-20-7017-5544, Fax: +44-(0)-20-7017-5198. For a complete guide to Taylor & Francis Group's journal and book publishing programs, visit our website: **www.taylorandfrancis.com.**

Copyright © 2007 Lawrence Erlbaum Associates, Inc. All rights reserved. No part of this publication may be reproduced, stored, transmitted, or disseminated in any form or by any means without prior written permission from Taylor & Francis Group, LLC. Taylor & Francis Group, LLC. grants authorization for individuals to photocopy copyright material for private research use on the sole basis that requests for such use are referred directly to the requester's local Reproduction Rights Organization (RRO), such as the Copyright Clearance Center (www.copyright.com) in the USA or the Copyright Licensing Agency (www.cla.co.uk) in the UK. This authorization does not extend to any other kind of copying by any means, in any form, and for any purpose other than private research use. The publisher assumes no responsibility for any statements of fact or opinion expressed in the published papers. The appearance of advertising in this journal does not constitute an endorsement or approval by the publisher, the editor, or the editorial board of the quality or value of the product advertised or of the claims made for it by its manufacturer.

Permissions. For further information, please visit http://www.tandf.co.uk/journal/permissions.html

Content Index
Volume 16

Number 1 (Winter 2007) pp. 1–138
Number 2 (Spring 2007) pp. 139–264
Number 3 (Summer 2007) pp. 265–368
Number 4 (Autumn 2007) pp. 369–495

Articles:

"Creating Knowledge for Advocacy: The Discourse of Research at a Conservation Organization," Lindeman, 431

"Exploring Authority: A Case Study of a Composition and a Professional Writing Classroom," Lutz and Fuller, 201

"Exploring Electronic Landscapes: Technical Communication, Online Learning, and Instructor Preparedness," Meloncon, 31

"Global Partnerships: Positioning Technical Communication Programs in the Context of Globalization," Starke-Meyerring, Duin, and Palvetzian, 139

"Guest Editors' Introduction: Online Teaching and Learning: Preparation, Development, and Organizational Communication," Hewett and Ehmann Powers, 1

"Guest Editor's Introduction: Technical Communication in the Age of Distributed Work," Spinuzzi, 265

"Immersion in a Digital Pool: Training Prospective Online Instructors in Online Environments," Cargile Cook, 55

"Integrating Critical Approaches to Technology and Service-Learning Projects," Turnley, 103

"An Interview with Andrew Feenberg," Zachry, 453

"'Just Roll Your Mouse Over Me': Designing Virtual Women for Customer Service on the Web," Zdenek, 397

"Mobility and Composition: The Architecture of Coherence in Non-places," Swarts, 279

"Online Education in an Age of Globalization: Foundational Perspectives and Practices for Technical Communication Instructors and Trainers," St.Amant, 13

"A Rhetorical Approach to Single-Sourcing Via Intertextuality," Sapienza, 83

"Teaching Technical Communication in an Era of Distributed Work: A Case Study of Collaboration Between U.S. and Swedish Students," Paretti, McNair, and Holloway-Attaway, 327

"Technical Communication Teachers as Mentors in the Classroom: Extending an Invitation to Students," Zimmerman and Paul, 175

"Undistributing Work Through Writing: How Technical Writers Manage Texts in Complex Information Environments," Slattery, 311

"Visual Communication and the Map: How Maps as Visual Objects Convey Meaning in Specific Contexts," Propen, 233

"Visual Communication in the Workplace: A Survey of Practice," Brumberger, 369

Book Reviews:

"*An Army of Davids: How Markets and Technology Empower Ordinary People to Beat Big Media, Big Government, and Other Goliaths* by Glenn Reynolds," Longaker, 353

"*Between School and Work: New Perspectives on Transfer and Boundary-Crossing* edited by Terttu Tuomi-Gröhn and Yrjö Engeström," Artemeva, 360

"*Democracy and New Media* edited by Henry Jenkins and David Thorburn," Carter, 261

"*Digital Nation: Toward an Inclusive Information Society* by Anthony G. Wilhelm," Carnegie, 258

"*E-Moderating: The Key to Teaching and Learning Online (2nd ed.)* by Gilly Salmon," Stuber, 132

"*Extreme Democracy* edited by Jon Lebkowsky and Mitch Ratcliffe," Longaker, 353

"*Multiliteracies for a Digital Age* by Stuart A. Selber," Eyman, 125

"*Multiliteracies: Literacy Learning and the Design of Social Futures* edited by Bill Cope and Mary Kalantzis," Barron, 483

"*New Media, 1740–1915* edited by Lisa Gitelman and Geoffrey B. Pingree," Arola, 480

"*Online Education: Global Answers, Local Questions* by Kelli Cargile Cook and Keith Grant-Davie," Selber, 127

"*The Revolution Will Not Be Televised: Democracy, the Internet, and the Overthrow of Everything* by Joe Trippi," Longaker, 353

"*The Support Economy: Why Corporations Are Failing Individuals and the Next Episode of Capitalism* by Shoshana Zuboff and James Maxmin," Carter, 365

"*Technical Communication and the World Wide Web* edited by Carol Lipson and Michael Day," Mareck, 473

"*Tracing Genres Through Organizations: A Sociocultural Approach to Information Design* by Clay Spinuzzi," Miller, 476

"*We the Media: Grassroots Journalism by the People, for the People* by Dan Gillmor," Longaker, 353

"*What Writing Does and How It Does It: An Introduction to Analyzing Texts and Textual Practices* edited by Charles Bazerman and Paul Prior," Pennell, 255

Announcements:

CALL FOR PROPOSALS, 135

CALL FOR PAPERS: IPCC 2007, 138

CALL FOR PAPERS: Special Issue of *TCQ*, 487

Author Index
Volume 16

Arola, Kristin L. 480
Artemeva, Natasha 360

Barron, Nancy G. 483
Brumberger, Eva 369

Cargile Cook, Kelli 55
Carnegie, Teena A. M. 258
Carter, Locke M. 261, 365

Duin, Ann H. 139

Ehmann Powers, Christa 1
Eyman, Douglas 125

Fuller, Mary 201

Hewett, Beth L. 1
Holloway-Attaway, Lissa 327

Lindeman, Neil 431
Longaker, Mark 353
Lutz, Jean 201

Marek, Anne F. 473
McNair, Lisa D. 327
Meloncon, Lisa 31
Miller, Carolyn R. 476

Palvetzian, Talene 139
Paretti, Marie C. 327
Paul, Danette 175
Pennell, Michael 255
Propen, Amy 233

Sapienza, Filipp 83
Selber, Stuart A. 127
Slattery, Shaun 311
Spinuzzi, Clay 265
St.Amant, Kirk 13
Starke-Meyerring, Doreen 139
Stuber, Amy 132
Swarts, Jason 279

Turnley, Melinda 103

Zachry, Mark 453
Zdenek, Sean 397
Zimmerman, Beverly B. 175